

DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333

REQUEST FOR TASK ORDER PROPOSAL

Date Issued: July 20, 2004

RFTOP#CDC-13 TITLE: NCIPC Success Stories

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

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B. PROPOSED PERIOD OF PERFORMANCE: Date of award through March 31, 2005.

C. PRICING METHOD: Cost Plus Fixed Fee

D. PROPOSAL INSTRUCTIONS: **Page Suggestion:** Limit proposals to no more than 25 pages. Attachments of staff bios/cv are allowed. **Budget format suggestion:** An itemized budget for each deliverable is required. If a subcontractor is used then itemized budgets must be submitted for subcontractors. Budget can be one budget for all tasks. **Funding Range:** Over \$100,000 but less than \$300,000

E. RESPONSE DUE DATE: **August 11, 2004**

F. QUESTIONS DUE: **No later than July 27, 2004**

G. Contract **reference:** This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health

communication services were awarded. This RFTOP includes tasks described in the contract as Tasks 5 and 8.

H. Task Description

Background:

The National Center for Injury Control and Prevention (NCIPC) has been in existence for more than a decade and during that time has been a national leader in injury prevention and control. CDC's Injury Center supports injury surveillance to define the injury problem in the US; funds research to find causes and risk factors for injuries; and assists state and local health departments and community organizations develop and implement programs to prevent and reduce injuries.

Description of work:

The purpose of this project is to highlight injuries and violence as public health issues and to document how CDC supported injury research and programs have had a positive impact on individual lives and communities by reducing injury and increasing safety. This will help CDC's Injury Center communicate to a variety of audiences how CDC's funded work in injury prevention and control is making a difference by making people and their communities safer and to promote injury as a public health concern.

The contractor will be responsible for:

- Research, writing and formatting of "Two-Pager" or other designed communications documents – that features an injury area, health problem, or general description. These documents will incorporate individual (and/or community) success stories as a result of CDC Injury Center funding as researched and compiled by the contractor.
- Researching and writing two At-A-Glance documents (a CDC communications document, used to inform specific audiences about public health concerns): Injury Prevention Research and Injury Prevention Programs.

Success stories should be diverse in terms of geographic location, injury and violence topics, intervention and approaches and populations (age, gender, race, and ethnicity). The At-A-Glance should incorporate CDC's Injury Center's priorities and include information on health disparities (e.g. describe the health disparities, and how injury research and programs are implemented to reduce them.) Two-Pagers should be visually appealing, and include a content material on effective strategies to prevent injuries.

The material should fulfill NCIPC's objective of having information in a format that can be used to effectively communicate injury prevention methods and programs to target audiences of policymakers, partners, and the general public.

The contractor shall perform the following tasks in the order shown:

Materials Objective Meeting

The contractor will meet with NCIPC staff to discuss the use of the materials, design considerations for the materials and methods for collecting information. The contractor will work with NCIPC staff to review the proposed content for the At-A-Glance documents and finalize the subject areas for the two-pager documents and the success stories to be highlighted in the communication materials. These documents will collectively be known for the rest of this statement of work as Injury Communications Material. The following topics are suggested for the two-pager:

- Children
- Health Disparities
- Older Adults
- Women

The meeting will be a vehicle for NCIPC staff to receive input from the contractor on the use of materials in the reports, and to inform NCIPC staff on the strategies that will be used by the contractor to complete the project.

Review and Research

The contractor will review relevant materials provided by the Injury Center and will seek to further enhance the information provided through literature searches and interviews with CDC staff and external partners. Methods for collecting information and interviews with external partners will not include asking more than 9 respondents questions in a standardized format.

The success stories illustrating the topic areas should be actual accounts and demonstrate a link between CDC programming or research in injuries that prevented the injury from occurring or reduced the severity of the injury (see attached example). Geographic and population diversity in the stories is preferred

As necessary, the contractor will collect for NCIPC signed waivers from individuals included in this project. The waivers will allow CDC to use verbatim quotes, and images of the persons in print, on the web, and in any Injury Center publication or communication tool.

Communication Material/Design Development

The contractor will develop a conceptual design for the At-A-Glance Documents, the two-pagers and a holder of these communication materials. The design concept will support the ability to quickly organize these materials and tailor them for the use of specific target audiences. The contractor will review this conceptual design with NCIPC staff for feedback and will use the feedback to refine the final design templates for the individual components. NCIPC will agree on the final design templates.

Injury Communication Material

The contractor will research, write, and format two At-A Glance documents, the first having the topic area of Injury Prevention Research and the second will be Injury Prevention

Programs. CDC's Injury Center will provide the sample format. The contractor will research, write and format four two-pager documents.

The contractor will present drafts of all communication materials for review and feedback. The contractor will make changes as outlined by the NCIPC staff. If there are changes that cannot be made based on the feedback from the meeting, the contractor is obliged to contact NCIPC for guidance and approval.

Materials Submitted

The Injury Communications Materials will be submitted to NCIPC in the full format discussed at the Materials Objective Meeting. The contractor will meet with NCIPC staff to discuss the best use of the material and to give input about the process.

Items from CDC appropriate for preparation of proposals:

Not applicable.

Item from CDC appropriate for task completion:

NCIPC will provide technical assistance to the contractor on injuries in the form of information, background, contacts, guidance on difficult topic areas, and answers to inquiries.

Deliverables:

DELIVERABLES

DATE REQUIRED

- | | |
|---|----------------------------------|
| • Materials Objective Meeting | 2 weeks after award of contract |
| • Conceptual Design Presentation | 1 month after award of contract |
| • Prototypes of Materials/Revised | 2 months after award of contract |
| • First Draft of Materials | 3 months after award of contract |
| • Wrap-Up Meeting | 4 months after award of contract |
| • Final versions of success stories in both hard copies and electronic formats. Signed waiver forms to CDC. | 5 months after award of contract |

Special Clearances:

Check all that apply:

___ OMB
___ Human Subjects
___ Privacy Act

Production Clearances:
___ 524 (concept)
___ 524a (audiovisual)
___ 615 (printing)

I. Evaluation Factors:

- A. Award: This task order will be awarded to the contractor whose proposal is considered to be the most advantageous to the Government, price and other factors identified below considered. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.
- B. Technical evaluation for this RFTOP are as follows:

Criteria	Points or relative <u>Value of criteria</u>
Technical Approach	___ 15 ___
Staffing and Management	___ 15 ___
Similar Experience	___ 20 ___
Expert Recommendations	___ 25 ___
Prior Experience	___ 25 ___

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order.

Staffing and Management:

Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; and (2) a management plan that describes their approach for managing the work, to include subcontract management if applicable.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope.

This criteria will be evaluated to determine appropriate experience of assigned personnel.

Expert Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task. *This criteria will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.*

C. Cost Evaluation: A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the contractor's cost proposal.